Desktop Publishers

SOC: 43-9031 • Career Profile Report

■ Key Facts

$53,620	**5,000**	**-12.0%**
Median Salary	Employment	Growth Rate

■ Requirements & Salary Range

Education: Associate's degree

■ Automation Risk Assessment

Medium Risk - 50.0% probability of being automated in the next 10-20 years.

This job has some routine elements but still requires human judgment and interaction.

■■ Work-Life Balance

7.3/10 - Good work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	4.8/10	**Investigative**	5.4/10
Artistic	4.0/10	**Social**	6.2/10
Enterprising	5.4/10	**Conventional**	9.2/10

■ Top Skills Required

Artistic ability, Communication skills, Detail oriented, Organizational skills

✓ Strengths

• High Demand
• Flexible Work
• Continuous Learning

■ Challenges

• Burnout Risk
• Rapid Technological Change

■ What They Do

Desktop Publishers use **software to design and create layouts for printed and digital publications**. They combine text, images, and graphics to produce brochures, books, advertisements, and other materials. Their work is essential in publishing, marketing, and communications.

This career is well suited for individuals who enjoy design, technology, and producing visually appealing content.

What Do Desktop Publishers Do?

Desktop publishers prepare and format materials for print and digital media.

Common responsibilities include:

- Selecting and arranging text and images for publication
- Designing layouts for brochures, flyers, books, and digital media
- Editing and proofreading content for accuracy and clarity
- Working with graphic designers, writers, and editors
- Ensuring materials meet formatting and style guidelines
- Preparing files for printing or digital distribution
- Maintaining version control and file organization

Key Areas of Desktop Publishing

Desktop publishers may focus on specific types of media or design functions:

- Print Publishing: Creating layouts for books, magazines, and brochures
- Digital Media: Designing materials for websites, e-books, and online publications
- Graphic Integration: Combining images, graphics, and text effectively
- Editing and Proofreading: Ensuring accuracy and visual consistency
- Workflow and File Management: Preparing files for print or digital distribution

Skills and Abilities Needed

Desktop publishers combine design skills with technical proficiency.

Core Professional Skills

Personal Qualities That Matter

Education and Career Pathway

This role typically requires formal education or vocational training:

- High School Diploma or GED: Basic computer and design skills
- Associate's or Bachelor's Degree (optional): Graphic design, visual communication, or related fields
- On-the-Job Training: Learning software and workflow processes under experienced publishers
- Continuous Learning: Staying current with design software, trends, and publishing standards

Where Do Desktop Publishers Work?

They are employed across industries that produce printed or digital content:

- Publishing Companies
- Advertising and Marketing Firms
- Corporate Communications Departments
- Freelance or Contract Work
- Educational and Government Organizations

Work environments may include offices, studios, or remote settings.

Is This Career Difficult?

This career requires technical proficiency, creativity, and attention to detail. Desktop publishers must meet deadlines, maintain accuracy, and adapt to changing design and technology standards.

Who Should Consider This Career?

This career may be a strong fit if you:

- Enjoy graphic design and visual communication
- Are detail-oriented and creative
- Have proficiency with layout and design software
- Can manage multiple projects and deadlines
- Want a career producing high-quality printed and digital content

How to Prepare Early

- Take courses in graphic design, computer applications, and visual communication
- Practice using layout and design software
- Build a portfolio of design projects
- Gain experience through internships or freelance work
- Stay informed on publishing and design trends

Desktop publishers create visually compelling materials, combining text and graphics to communicate ideas effectively in print and digital media.